AMENDMENTS TO THE CLAIMS:

This listing of claims will replace, without prejudice, all prior versions and listings of claims in the application.

LISTING OF CLAIMS:

1. (Original) A method for providing a virtual interaction with a real-life entity, comprising the steps of:

generating a photorealistic, 3-D model of the entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one navigation parameter, wherein the navigation parameter corresponds to an orientation relative to the entity;

receiving at least one interaction parameter, wherein the interaction parameter corresponds to an action relative to the entity; and

displaying a photorealistic, 3-D image of the entity as a function of the navigation parameter, the interaction parameter, and the information for rendering a graphical representation of the entity.

2. (Original) The method according to claim 1, wherein the interaction parameter corresponds to a trip planning action.

3. (Original) The method according to claim 1, wherein the interaction parameter corresponds to a route marking action.

4. (Original) The method according to claim 1, wherein the interaction parameter relates to an interaction between a first party and a second party.

5. (Original) The method according to claim 4, wherein at least one of the first party and the second party is represented by an avatar in the photorealistic, 3-D image.

6. (Original) A method for trip planning using an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;

receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;

determining a route between the first route end point and the second route end point;

determining an orientation relative to the entity, wherein the orientation corresponds to a movement along the route; and

displaying a photorealistic, 3-D image of the entity as a function of the orientation and the information for rendering a graphical representation of the entity.

7. (Original) The method according to claim 6, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

8. (Original) The method according to claim 6, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

9. (Original) A method for route marking on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;

receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;

determining a route between the first route end point and the second route end point;

determining route marking information relative to the entity, wherein the route marking information includes information for rendering at least one of a 2-D effect and a 3-D effect; and

displaying a photorealistic, 3-D image of the entity as a function of the route marking information and the information for rendering a graphical representation of the entity.

10. (Original) The method according to claim 9, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

11. (Original) The method according to claim 9, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

12. (Original) A method for advertising on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

13. (Original) The method according to claim 12, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

14. (Original) The method according to claim 13, wherein the trade dress item includes at least one of a structure and a color scheme.

15. (Original) A system for advertising on an electronic medium, comprising:

a storage device;

a processor, wherein the processor is adapted to:

(i) store, on the storage device, a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

(ii) receive at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

(iii) display a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

16. (Original) The system according to claim 15, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

17. (Original) The system according to claim 16, wherein the trade dress item includes at least one of a structure and a color scheme.

18. (Original) A system for advertising on an electronic medium, comprising:

a storage device;

a program memory;

a first processor connected to an information network, wherein the first processor is adapted to:

(i) store, on the storage device, a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

(ii) receive at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

(iii) transmit, over the information network, at least one of the photorealistic, 3-D model, the information for rendering the graphical representation of the entity, the advertisement, the advertising information item, the content information, and the link information; and

a second processor connected to the information network, wherein the second processor is adapted to:

(i) receive, over the information network, into the program memory at least one of the photorealistic, 3-D model, the information for rendering the graphical representation of the entity, the advertisement, the advertising information item, the content information, and the link information;

(ii) display, from the program memory, a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

19. (Original) The system according to claim 18, wherein the information network is at least one of an Internet, a local area network, a wireless network, and an Intranet.

20. (Original) The system according to claim 18, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

21. (Original) The system according to claim 20, wherein the trade dress item includes at least one of a structure and a color scheme.

22. (Original) A medium storing instructions adapted to be executed by a processor to perform the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

23. (Original) A method for generating advertising revenue on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information; and

receiving a revenue stream for each advertisement.

24. (Original) The method according to claim 23, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

25. (Original) The method according to claim 24, wherein the trade dress item includes at least one of a structure and a color scheme.

26. (New) The method according to claim 12, wherein the content information includes at least one of a video content item, an audio content item, and a logo.

27. (New) The system according to claim 15, wherein the content information includes at least one of a video content item, an audio content item, and a logo.

28. (New) The system according to claim 18, wherein the content information includes at least one of a video content item, an audio content item, and a logo.

29. (New) The method according to claim 23, wherein the content information includes at least one of a video content item, an audio content item, and a logo.

30. (New) A method for displaying routing information using an electronic medium, comprising the steps of:

receiving a request for a route between a first route end point and a second route end point;

determining a route between the first route end point and the second route end point;

receiving a parameter specifying a location on the route; and

displaying a photorealistic, 3-D representation of real-life entities as a function of the location specified.

31. (New) The method according to claim 30, further comprising the step of:

displaying route marking information relative to the photorealistic, 3-D representation of real-life entities as a function of the location specified.

32. (New) The method according to claim 30, wherein at least one of the first route end point and the second route end point corresponds to a real-life location, the real-life location included in the photorealistic, 3-D representation.

33. (New) The method according to claim 32, wherein the real-life location includes at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark.

34. (New) The method according to claim 30, further comprising the step of:

updating the photorealistic, 3-D representation of real-life entities as a function of a real-time input.

35. (New) The method according to claim 34, wherein the real-time input is received from a digital camera, the digital camera being at least one of a digital still camera and a digital video camera.

36. (New) A method for displaying routing information using an electronic medium, comprising the steps of:

receiving a request for a route between a first route end point and a second route end point;

determining a route between the first route end point and the second route end point;

receiving a parameter specifying a location on the route;

receiving a second parameter corresponding to an orientation on the route; and

displaying a photorealistic, 3-D representation of real-life entities as a function of the location specified and the orientation.

37. (New) The method according to claim 36, further comprising the steps of:

displaying route marking information relative to the photorealistic, 3-D representation of real-life entities as a function of the location specified and the orientation.

38. (New) The method according to claim 36, wherein at least one of the first route end point and the second route end point corresponds to a real-life location, the real-life location included in the photorealistic, 3-D representation.

39. (New) The method according to claim 38, wherein the real-life location includes at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark.

40. (New) The method according to claim 36, further comprising the step of:

updating the photorealistic, 3-D representation of real-life entities as a function of a real-time input.

41. (New) The method according to claim 40, wherein the real-time input is received from a digital camera, the digital camera being at least one of a digital still camera and a digital video camera.

42. (New) The method according to claim 6, wherein the orientation is part of a series of orientations showing a user perspective during the movement along the route, the user able to interact with the graphical representation of the entity during the movement along the route.

43. (New) The method according to claim 6, where in the orientation is determined by a user during the movement along the route, the user able to interact with the graphical representation of the entity during the movement along the route.

44. (New) The method according to claim 6, further comprising the step of:

updating the photorealistic, 3-D image of the entity as a function of a real-time input.

45. (New) The method according to claim 44, wherein the real-time input is received from a digital camera, the digital camera being at least one of a digital still camera and a digital video camera.

46. (New) The method according to claim 9, further comprising the step of:

updating the photorealistic, 3-D image of the entity as a function of a real-time input.

47. (New) The method according to claim 46, wherein the real-time input is received from a digital camera, the digital camera being at least one of a digital still camera and a digital video camera.

48. (New) The method according to claim 1, wherein the interaction parameter corresponds to a trip planning action, the trip planning action involving an interaction between a first party and a second party.

49. (New) The method according to claim 48, wherein at least one of the first party and the second party is represented by an avatar in the photorealistic, 3-D image.

50. (New) The method according to claim 1, wherein the interaction parameter corresponds to a route marking action, the route marking action involving an interaction between a first party and a second party.

51. (New) The method according to claim 50, wherein at least one of the first party and the second party is represented by an avatar in the photorealistic, 3-D image.